

Do you want to reach the global sugar industry with your brand - find new customers or promote a new product or service?

We can help!

Sugaronline is currently the most frequently used sugar information website on the Internet. We have over 80,000 registered users internationally from every sector of the industry. Our site had over 70,000 visitors in the first half of 2008. It consistently ranks at or near the top of every major international search engine on searches for sugar and related topics.

Please feel free to call us and discuss your specific marketing goals with one of our representatives. In many cases we can customise a highly tailored advertising package according to your individual requirements, including banner placement and mail shots on a value-based pricing formula. We can offer advice as to the placement and level of advertising on the website based upon your business's objectives and what aspect of the industry you are targeting.

The following pack includes:

- Details of our advertising products
- The Benefits of Web Advertising
- A Sugaronline Standard Advertising Campaign

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advertising@sugaronline.com

Telephone:

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- Sponsorship
- Email Promotion
- Banners
- Recruitment
- Links Directory
- Events Calendar

Sponsorship

Sponsorships typically include standard advertising elements in the form of infomercials and banners along with customized opportunities like "Sponsored By" branding. Showcase editorials and promotions are also available under sponsorship along with limited hotlinks on forum email messaging. This listing also includes a links directory banner and banners for up to three events in the events directory.

Email Promotion

Be included in a mailshot to over 50,000 sugar industry users, as well as an infomercial and banner campaign on Sugaronline.com.

Banners

Banner adverts can be placed on most of our Sugaronline pages on a rotating basis. The amount of banners on each site are limited in number to ensure your message receives maximum reach and awareness. If possible we will allow you to chose which pages your banner is to be advertised on. To optimise interaction with the user and improve click through rates, animated (or sequenced) banners prove most effective.

Enhance your banner with an Infomercial. Infomercials combine banners with a one-page mini-site completely comprised of the advertiser's content. Infomercials can be designed and developed by either the advertiser or our team here at Sugaronline. Sugaronline can design banners and infomercials upon request. For more information please contact us

We have three banner sizes: HTML full colour banner specifications:

- Pixels: 468 x 60; 125 x 250 or 125 x 75
- File format: GIF or Jpg file.
- Maximum file size: 30k recommend less than 15k for faster display time.

Sugaronline Recruitment

Sugaronline provides a recruitment service that benefits both employers and employees.

For employers; Sugaronline has developed an advertising package that will cover all aspects of recruitment needs, providing an intensive campaign targeted at the Sugar industry. From previous successful recruitment campaigns Sugaronline.com has now tailored the package that is described below:

Sugaronline will manage the complete recruitment campaign, the profile of the company will be kept strictly confidential (if required) and any responses will be forwarded to a delegated contact within the company.

Banners will be displayed throughout Sugaronline.com displaying an eye-catching logo (if required) and the position that is to be advertised.

Each banner will have a link to a page containing more information on the position and details of how to contact Sugaronline for more information or to submit a CV. Sugaronline will filter each enquiry and forward relevant enquires to the delegated contact.

The banner will be included in mailshots sent to over 40,000 of Sugaronline.com subscribers in every field of the sugar industry or specific mailshots will be sent to particular industry fields depending on the nature of the position advertised.

Previous campaigns of this nature have received a large number of genuine applicants and led to successful recruitment.

For employees; we maintain a large database of CVs that are kept under constant review. When we receive details of a position from a potential employer our first point of call is our existing database.

Links Directory

The Sugaronline Links Directory includes individually selected URL links spanning the sugar industry available through the World Wide Web.

A free listing in the directory is available for registered Users of the site.

Advertisers can enhance their listing by including a banner customised logo 125 x 25 pixels.

Events Calendar

Include your event in our Sugaronline events calendar – a central resource for all of the events going on in the sugar industry.

Contact us: advertising@sugaronline.com

The Benefits of Web Advertising

Here are details about the benefits of web advertising.

Scalability. Like television commercials, it doesn't cost very much to increase the reach of an online ad campaign. There's no need to print additional copies of a magazine or to create and send direct mail pieces. Expanding the size of your ad campaign can be as easy as sending an email or clicking on a Web page.

Hot demographics. The online community is more affluent, better educated, younger and more willing to spend money than the population at large -even as more and more people go online.

Targeted messages. Unlike broadcast and print media, the Internet allows advertisers to target exactly who will see their ads and in what context. Web publications serve every conceivable audience, from the mass market to obscure niche groups, making it easier for advertisers to find a receptive market for their products and services.

Broad and flexible reach. While the Net can't yet match television's market penetration, the size of the online audience is growing very quickly. More importantly, because you buy online ads by the impression, you can buy as much or as little of that audience as you desire.

Deep content. Unlike commercials or print ads, a Web ad banner is only the beginning of the process. While your banner might present only your branding message, interested prospects can always click on it to go directly to your Web site. Once there, they can access as much material about your company and products as you care to present.

Cost-effective. Partly because you pay only for exactly what you're getting, online advertising can be extremely competitive with other forms of advertising. If you buy 1,000 ad impressions, for example, you know that exactly 1,000 people will see your ad. In addition, changing economic conditions have forced many Web sites to reduce the cost of online advertising, making it more affordable than ever.

Detailed tracking and measurement. Compared to online advertising, traditional media advertising is like shooting in the dark. Many Web sites allow advertisers to gather detailed information on who saw an ad, when, in what context, how many times and so on. Better yet, you get this information instantly, allowing you to adjust your ad campaign and make it even more effective.

The ability to extend the transaction. Traditionally, advertising was a one-way mechanism. Apart from techniques like toll-free numbers pitched in infomercials and mail-in coupons inserted into print publications, there was no way for customers to act on the information in the ad. On the Web, though, interested customers can click, learn more and actually buy on the spot. There's simply nothing more powerful.







New online ad technologies. The old-fashioned, static banner ad is giving way to a new generation of ads that use animation, video and even built-in e-commerce capabilities. These ads can deliver more information to customers and make it easier for them to learn about your company's products.

A Sugaronline Standard Advertising Campaign

Sugaronline has been running an advertising campaign for a UK based Company called Broadbent for the past 2 years. Broadbent are specialists in the design manufacture and support of solid-liquid separation systems, centrifuges and related equipment. They are also major suppliers of laundry equipment and design specialists for industrial and commercial laundry system.



For the basic advertising campaign with Broadbent we placed a banner (shown above) on the pages of the site that would be most frequented by Broadbent's target costumers. This banner was linked to an infomercial built by our design team from specifications given by Broadbent:

<p>■ Centrifugals and separation systems for the sugar industries worldwide.</p>		
	<p>CENTRIFUGALS.</p> <p>Broadbent manufacture and supply a complete range of centrifugals for the sugar industry, from Batch centrifugals for high quality white sugar through high grade continuous centrifugals to standard continuous centrifugals for B, C and recovery boilings. We also have a range of decanter centrifugals for applications such as filter aid recovery, mud/soil dewatering or rotary vacuum filter replacement.</p> <p>Broadbent can provide individual centrifugals or centrifugal stations complete with mixers, conveyors, support structures, installation and commissioning.</p> <p>Click www.centrifugals.com to visit the sugar division pages of our website www.broadbent.co.uk</p>	
<p>🏠 Batch centrifugal.</p>	<p>SERVICE AND SUPPORT.</p> <p>Broadbent provide service & support for the range of our own centrifugals and those made by Western States and other manufacturers. Upgrade packages for control, feeding systems, drives etc are also available for many centrifugals types.</p> <p>Click www.centrifuge-service.com to visit the spares and service home page of our website www.broadbent.co.uk.</p>	
	<p>CONTACT DETAILS.</p> <p>Click here for contact details for the Broadbent sugar division technical and sales team.</p> <p>Click here for contact details for the service and support team at Broadbent.</p> <p>Click here for general Broadbent contact details.</p>	
<p>🏠 Continuous centrifugal for high grade sugars.</p>		
	<p>🏠 Ancillary equipment for centrifugal stations.</p>	<p>🏠 Decanter centrifugal.</p>
<p>🏠 Continuous centrifugals for low grade massecuite.</p>		

"Broadbent are happy to be associated with Sugaronline and to use their Web advertising service. It provides economic access to an audience of discerning sugar technologists with an interest in technological solutions to solid liquid separation problems."

G.C.Grimwood, Broadbent Centrifuges

We can provide detailed statistical information on the amount of interest generated by each advertisement by monitoring the 'click through rates'. A click through rate is the average number of click throughs per hundred ad impressions, expressed as a percentage. The click through rate is the percentage of people who clicked on the ad to arrive at the infomercial.

Here is a quote from a leading marketing website (<http://www.emarketer.com>):

"A click through ratio of 0.5% may seem low, until you compare it to the industry average, which nowadays is estimated to be around 0.4%. It's also interesting to compare this to the average response rate for direct (snail) mail, which is 1.0% - 1.5%".

In one month Broadbent's banner advertisement received a click through rate of 5.56%.

Each individual advertising campaign that Sugaronline.com runs is tailored to target only the key demographic for each company.